



WEWS

ORDER

Print Date 10/10/12

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Flight Dates **10/18/12-10/22/12**

Contract / Revision **297768 /**

Original Date / Revision
05/16/12 10/04/12

Advertiser **DCCC**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

DCCC TV 10.18-10.22.12

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1194**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	54	\$63,070.00	\$74,200.00	0.00
Totals	54	\$63,070.00	\$74,200.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	54	\$63,070.00	\$74,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/18/12	10/22/12	4-430am America This Morn 4-430a America This Morn	CM	4-430a	---TF--	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		2				\$125.00		0.00			
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00			
N 2	WEWS	10/18/12	10/22/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	M--TF--	:30	6	\$450.00	P-3	0.00	NM	2	\$900.00



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Contract / Revision **297768** Flight Dates **10/18/12-10/22/12**

Hiatus Dates

Original Date / Revision 05/16/12/ 10/04/12

Order Sep 00:20:00

Advertiser **DCCC**

Product **DCCC TV 10.18-10.22.12**

Estimate # **1194**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	10/18/12	10/22/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	M- TF--	:30	6	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					1	\$450.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$450.00		0.00			
N 5	WEWS	10/18/12	10/22/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	M- TF--	:30	6	\$250.00	P-2	0.00	NM	8	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					6	\$250.00		0.00			
		Week: 10/22/12	10/28/12	M-----					2	\$250.00		0.00			
N 8	WEWS	10/18/12	10/22/12	M-F 9-10a M-F 9-10a	CM	9-10a	M- TF--	:30	6	\$850.00	P-1	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					3	\$850.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$850.00		0.00			
N 9	WEWS	10/18/12	10/22/12	M-F 10-11a M-F 10-11a	CM	10-11a	M- TF--	:30	6	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					3	\$800.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$800.00		0.00			
N 10	WEWS	10/18/12	10/22/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	M- TF--	:30	4	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					2	\$1,000.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$1,000.00		0.00			
N 11	WEWS	10/18/12	10/22/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					2	\$750.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 13	WEWS	10/18/12	10/22/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	M- TF--	:30	4	\$850.00	P-3	0.00	NM	6	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					4	\$850.00		0.00			
		Week: 10/22/12	10/28/12	M-----					2	\$850.00		0.00			
N 14	WEWS	10/18/12	10/22/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	M- TF--	:30	2	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					3	\$750.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$750.00		0.00			
N 15	WEWS	10/18/12	10/22/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	M- TF--	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					3	\$1,400.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$1,400.00		0.00			
N 16	WEWS	10/18/12	10/22/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	M- TF--	:30	5	\$1,850.00	P-2	0.00	NM	3	\$5,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					2	\$1,850.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$1,850.00		0.00			
N 17	WEWS	10/18/12	10/22/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	M- TF--	:30	4	\$2,500.00	P-1	0.00	NM	0	\$0.00



WEWS

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Contract / Revision **297768** Flight Dates **10/18/12-10/22/12**

Hiatus Dates

Original Date / Revision 05/16/12/ 10/04/12

Order Sep 00:20:00

Advertiser **DCCC**Product **DCCC TV 10.18-10.22.12**Estimate # **1194**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N17	WEWS	10/18/12	10/22/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	M--TF--	:30	4	\$2,500.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$2,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WEWS	10/15/12-10/21/12		M-Su 630-7p WNT		630-7p	---ThF---	:30		(\$2,500.00)		0.00	NM		
Credited															
4	WEWS	10/15/12-10/21/12		M-Su 630-7p WNT		630-7p	---ThF---	:30		(\$2,500.00)		0.00	NM		
Credited															
Week:		10/22/12	10/28/12	M-----	2		\$2,500.00		0.00						
5	WEWS	10/22/12-10/28/12		M-Su 630-7p WNT		630-7p	M-----	:30		(\$2,500.00)		0.00	NM		
Credited															
6	WEWS	10/22/12-10/28/12		M-Su 630-7p WNT		630-7p	M-----	:30		(\$2,500.00)		0.00	NM		
Credited															
N18	WEWS	10/20/12	10/20/12	SA 7-8p Rotation SA 7-8p Rotation	CM	7P News Weekend	-----S-	:30	2	\$1,275.00	P-2	0.00	NM	2	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2		\$1,275.00		0.00						
1	WEWS	10/15/12-10/21/12		SA 7-8p Rotation		7P News Weeken	-----Sa--	:30		(\$1,275.00)		0.00	NM		
See MG 18.3,18.4 [N/A CORRECT INV CODE TO PLACE - SA 7PM NEWS]															
2	WEWS	10/15/12-10/21/12		SA 7-8p Rotation		7P News Weeken	-----Sa--	:30		(\$1,275.00)		0.00	NM		
See MG 18.3,18.4 [N/A CORRECT INV CODE TO PLACE - SA 7PM NEWS]															
3	WEWS	10/15/12-10/21/12		SA 7PM News		7-730p	-----Sa--	:30		\$1,275.00		0.00	NM		
Ⓜ MG for 18.1,18.2 [correcting inv code]															
4	WEWS	10/15/12-10/21/12		SA 7PM News		7-730p	-----Sa--	:30		\$1,275.00		0.00	NM		
Ⓜ MG for 18.1,18.2 [correcting inv code]															
N19	WEWS	10/21/12	10/21/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	2	\$1,525.00	P-2	0.00	NM	2	\$3,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	2		\$1,525.00		0.00						
N20	WEWS	10/22/12	10/22/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	2	\$12,000.00	P-3	0.00	NM	2	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2		\$12,000.00		0.00						
N21	WEWS	10/22/12	10/22/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	2	\$9,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2		\$9,000.00		0.00						
1	WEWS	10/22/12-10/28/12		Monday Prime C		10-11p	M-----	:30		(\$9,000.00)		0.00	NM		
Credited															
2	WEWS	10/22/12-10/28/12		Monday Prime C		10-11p	M-----	:30		(\$9,000.00)		0.00	NM		
Credited															
N22	WEWS	10/18/12	10/22/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	M--TF--	:30	2	\$2,200.00	P-3	0.00	NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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Hiatus Dates

Original Date / Revision 05/16/12/ 10/04/12

Order Sep 00:20:00

Advertiser **DCCC**Product **DCCC TV 10.18-10.22.12**Estimate # **1194**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N22	WEWS	10/18/12	10/22/12	M-SU 11-1135P Late News M-SU 11-1135P Late New	CM	11-1135p	M--TF--	:30	2	\$2,200.00	P-3	0.00	NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		1				\$2,200.00		0.00			
		Week: 10/22/12	10/28/12	M-----		1				\$2,200.00		0.00			
N24	WEWS	10/21/12	10/21/12	SU 11-1135P Late News SU 11-1135P Late News	CM	11-1135p	-----S	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		2				\$2,500.00		0.00			
N25	WEWS	10/21/12	10/21/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		2				\$850.00		0.00			
Totals														54	\$74,200.00